

MEMO

DATE: March 13, 2006

TO: Administration Committee
Regional Council

FROM: Lambertus H. Becker, CFO (213) 236-1804
Email: becker@scag.ca.gov

SUBJECT: Contracts and Purchase Orders between \$5,000 - \$250,000

SUMMARY:

SCAG executed the following Contract(s) between \$5,000 and \$250,000

- Downtown Solutions/Civic Solutions, Inc. \$44,265.00
- InfoBase Technologies \$53,780.00
- Rea Parker Research \$47,704.00

SCAG executed the following Purchase Order(s) between \$5,000 and \$250,000

- Dell Marketing \$ 5,986.74
UPS for VOIP and Batteries
Funding Source: Indirect Overhead

CONSULTANT CONTRACT

Consultant: Downtown Solutions/Civic Solutions, Inc.

Scope: The Piru Community in Ventura County is a small, isolated, working class community of 502 homes with an estimated population of 1,703 residents. The town is surrounded by agricultural development, mostly citrus and row crops. Fillmore is the next nearest town located 8 miles to the west and Santa Clarita is located 14 miles to the east.

Three private applicants have requested General Plan amendments to convert "Agricultural" designated land within the Piru expansion area. The County Board of Supervisors directed staff to evaluate these individual proposals and to develop a cohesive plan for the entire 62-acre expansion area. The Board also directed that the Piru Area Plan be reviewed to ensure the new development is consistent/complementary with the existing community. The Planning Division has prepared a Draft EIR evaluating the environmental impacts of the Piru Area Plan Update.

The consultant needs to create a charrette process and help Piru residents to identify a community supported vision for the Piru expansion area and explore opportunities for creative mixed-use enhancement of the commercial town center. Ultimately, the County Planning Division hopes to develop and adopt an updated Area Plan and associated regulatory ordinance that reflects the Piru community's vision and, to the extent practical, incorporates the principals of New Urbanism. It is our hope that the updated Piru Area Plan will be a model that can be emulated in other incorporated and unincorporated communities of Ventura County and elsewhere.

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| Contract Amount: | Total not to exceed | \$44,265 |
| | Downtown Solutions/Civic Solutions, Inc. (prime) | \$42,095 |
| | Padilla Associates (subcontractor) | \$ 2,170 |

Contract Period: March, 2006 through June 30, 2006

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| Work Element: | 06-065.VCGC1 | \$44,265 | Funding Sources: Consolidated Planning Grant – FTA |
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Request for Proposal: SCAG staff notified 350 pre-qualified firms of the release of RFP No. 06-051. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's bid management system. The following two proposals were received in response to the solicitation:

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| Downtown Solutions/Civic Solutions, Inc (1 subcontractor) | \$44,265 |
| Mainstreet Architects +Planners, Inc (1 subcontractor) | \$44,452 |

Selection Process:

The Proposal Review Committee (PRC) evaluated one proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interview was held with one offeror. The other offeror, Mainstreet Architects +Planners, Inc, was disqualified due to Disadvantaged Business Enterprise (DBE) requirements not being met.

The PRC was comprised of the following individuals:

Bruce Smith, Program Manager, Project Manager, Ventura County
David Sosa, Chief, Regional Planning Branch, Caltrans District - 07
Ying Zhou, Senior Regional Planner, SCAG

Basis for Selection:

The PRC committee recommends Downtown Solutions/Civic Solutions, Inc. for the contract award because of the firm's qualification to fulfill the requirements of the project. Downtown Solutions/Civic Solutions, Inc. is willing and able to meet the highly demanding requirements of this project within a very limited budget. Downtown Solutions/Civic Solutions, Inc. has extensive experience developing graphics-rich conceptual plans, writing new urbanism regulatory documents, and creating mixed-use regulations that are responsive to the geographic and environmental constraints of a towns like Piru.

Downtown Solutions/Civic Solutions, Inc. is interested in giving Piru and SCAG a community supported mixed-use model that promotes and incorporates New Urbanist principals: one that can be implemented in Piru and possibly other communities that are being faced with similar contemporary issues and geographical constraints and opportunities. Their plan will provide an easy-to-understand vision of the future and a solid regulatory structure that will promote mixed-use, traffic calming, pedestrian connections, and will ensure that Piru is both economically vital and a source of community pride.

Downtown Solutions/Civic Solutions, Inc. intends to provide deliverables that balance the goals and desires with the promotion of growth that is reasonable, and they have developed a logical sequence of tasks and products that will achieve the objectives in the scope of work.

References were contacted and all gave Downtown Solutions/Civic Solutions, Inc., excellent remarks on the projects they have worked on.

CONSULTANT CONTRACT

Consultant: InfoBase Technologies

Scope: Parking cost is a key input to the travel demand model. It is one of the critical determinants of choice among the auto and transit modes.

The parking costs currently used by SCAG's mode choice model are based on data originally developed in 1990 and later updated in 1999.

The City of Los Angeles is developing an updated Travel Demand Model based on SCAG's Regional Travel Demand Model. The revised parking cost information will be used to update the Mode Choice component of the City's Travel Demand Model. This data will be used for updating the parking costs of SCAG's Regional Travel Demand Model as well.

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| Contract Amount: | Total not to exceed | \$53,780 |
| | InfoBase Technologies (prime) | \$43,380 |
| | ECO & Associates, Inc (subcontractor) | \$10,400 |

Contract Period: April 1, 2006 through June 30, 2006

Work Element: 06-070.CLAC1 \$53,780 Funding Sources: Consolidated
Planning Grant – FTA

Request for Proposal: Notification of RFP 06-057 was e-mailed to 135 consultants and was posted on The Urban Transportation Monitor's website, American Planning Association's website, and SCAG's website. The following consultant(s) responded to the Downtown Parking Data Collection Model Request for Proposal:

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| Field Data Services (2 subcontractors) | \$49,972 |
| InfoBase Technologies (1 subcontractor) | \$53,780 |

Selection Process: The Proposal Review Committee (PRC) evaluated both proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with the two consulting firms.

The PRC was comprised of the following individuals:

Teresa Wang, Senior Modeling Analyst, SCAG
Mony Patel, Supervising Transportation Planner 1, City of LA
Thomas Carranza, Transportation Engineer, Caltrans City of LA
Chao Wei, Modeling Manager, Caltrans District 7
Deng Bang Lee, Manager of Modeling Division, SCAG

Basis for Selection:

The PRC recommends InfoBase Technologies for the contract award because this firm has extensive experience in performing similar assignments and is firmly committed to fulfilling the expectations set forth in the Scope of Work. InfoBase Technologies along with its subcontractor & ECO & Associates, Inc. will complete the demanding tasks within a very limited budget and have committed to deliver the Downtown Parking Data Collection Model work by June 30, 2006.

InfoBase Technologies is very familiar with the Downtown parking area. InfoBase Technologies has performed a considerable amount of parking cost work for SCAG in the past and is very knowledgeable about the issues facing the reluctant parking operators. They successfully gathered excellent data for SCAG's Parking Cost and Park & Ride Lot Survey in 1999 and 2001. InfoBase Technologies is prepared to quickly initiate the Downtown Parking Data Collection Model work because of their expertise and their familiarity with the data.

The PRC believes that although InfoBase Technologies is not the low bidder they will provide a better overall value to SCAG and the City of Los Angeles due to their proven track record of quality work.

CONSULTANT CONTRACT

Consultant: Rea Parker Research

Scope: The purpose of this project is to develop a survey data base of cross-border travel (autos, trucks, and pedestrians) between Mexico and Imperial County. The consultant will conduct surveys of passenger vehicles, trucks, and pedestrians at the Imperial/Mexico Border to capture cross-border travel characteristics, i.e. – origins/destinations, trip purposes, vehicle occupancy, etc. The surveys will include incoming and outgoing trips at the port-of-entries of Calexico, Calexico East (SR-7), and Andrade. Passenger vehicle, truck, and pedestrian counts will be conducted in conjunction with the surveys. Results from the Cross-Border Survey will provide useful information to SCAG's Regional Modeling Program and serve as the basis for developing a new Imperial County Cross Border Model.

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| Contract Amount: | Total not to exceed | \$47,704 |
| | Rea & Parker Research (prime) | \$23,898 |
| | Dr. Kimberly Collins (subcontractor) | \$ 7,500 |
| | Calif. Job Connection/Temps, Inc (subcontractor) | \$16,306 |

Contract Period: March 15, 2006 through December 30, 2006

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| Work Element: | 06-070.IVGC1 | \$47,704 | Funding Sources: Consolidated Planning Grant – FHWA & FTA |
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Request for Proposal: SCAG staff notified 176 pre-qualified firms of the release of RFP No. 06-046. The RFP was also advertised on Lawley Publications' website, the Planning Magazine's website, and posted on SCAG's bid management system. The following proposals were received in response to the solicitation:

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| Rea & Parker Research (2 subcontractors) | \$47,706 |
| Wilbur Smith Associates (2 subcontractors) | \$47,693 |
| NuStats (1 subcontractor) | \$46,281 |

Selection Process: The Proposal Review Committee (PRC) evaluated the proposal in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. An interview was held with the offeror.

The PRC was comprised of the following individuals:

Rosa C. Lopez, Administrative Analyst, IVAG
Maurice Eaton, Senior Transportation Planner, Caltrans
Gilbert Coria, Engineering Technician, Imperial Co. Public Works
Michael Ainsworth, Lead Modeling Analyst, SCAG

Basis for Selection:

Rea & Parker Research is a survey/marketing research firm with extensive experience conducting surveys in Southern California. Dr. Kimberly Collins, the project manager, is located in Imperial County and has an excellent understanding of the local area and border issues. Dr. Collins is currently the Director of the San Diego State University, California Center for Border and Regional Economic Studies located in Calexico. Rea & Parker is committed to delivering the highest number of completed surveys. In addition, Rea & Parker's proposal demonstrated an excellent understanding of the project goals and was very strong in statistical analysis. They demonstrated a very good understanding of the challenges of organizing the survey and the potential difficulties of coordinating with the various Federal, state and local agencies responsible for the border crossings. Rea & Parker also demonstrated an excellent knowledge of the current border crossings and the potential problems with conducting surveys at each of the site. The survey methods and statistical analysis were very well described and thorough. Rea & Parker's training program for surveyors and the supervision of the surveyors was very strong. Rea & Parker has an outstanding background in statistical methods. Their description of the survey process, survey summary, statistical analysis, and geo-coding of the survey returns was very good and should help to guarantee a successful project.